

Nonprofit Financial Conference Agenda
Building Financial Capacity for Change

7:30 a.m. – 8:30 a.m.	Attendee Check-In	
8:30 a.m. – 9:00 a.m.	Opening and Welcome Remarks	
9:00 a.m. – 9:15 a.m.	State of California Unclaimed Property <i>You may be one of millions of Californians owed money by the State!</i>	
9:15 a.m. – 9:45 a.m.	Funding Sources Available to Nonprofits	
9:45 a.m. – 10:00 a.m.	Break	
	Marsee Auditorium	Campus Theatre
10:00 a.m. – 10:45 a.m.	California Low Income Housing Credits and Bond Financing Hear directly from the State Treasurer’s Office and Citi Community Capital regarding bond financing and low income housing credits that nonprofit organizations can utilize. Find out who qualifies, how to apply, and what to expect once you have completed the process.	Tax Essentials for Nonprofit Organizations: Capitalizing on Tax Laws and Exemptions The Board of Equalization and Franchise Tax Board will share information on how to protect your exemption status, take advantage of tax credits and free government services, and avoid tax pitfalls that will save your nonprofit organization from having to pay unnecessary fines and fees.
10:50 a.m. – 11:35 a.m.	Funding Opportunities: Government Resources Discover creative ways for nonprofit organizations to develop partnerships with nontraditional revenue sources, specifically within state and county government agencies. Information regarding government funding available for nonprofits serving constituencies that fall under the jurisdiction of state and county departments and agencies will be presented.	
11:45 a.m. – 12:30 p.m.	Create Your Niche: Maximizing Social and Traditional Media to Brand Your Image and Reinforce Your Message Learn how to obtain strategic media exposure through traditional channels, such as television and print, as well as social media such as Facebook, Twitter, and Constant Contact. Discover tricks to build branding identity, create a website design that attracts traffic, and engage in targeted email outreach.	Tax Essentials for Nonprofit Organizations: Capitalizing on Tax Laws and Exemptions The Board of Equalization and Franchise Tax Board will share information on how to protect your exemption status, take advantage of tax credits and free government services, and avoid tax pitfalls that will save your nonprofit organization from having to pay unnecessary fines and fees.
12:30 p.m. – 1:30 p.m.	Lunch Break / Expo Exploration	
1:30 p.m. – 2:15 p.m.	Funding Opportunities: Financial Institutions Hear from representatives from different banks offering funding opportunities specifically designed for nonprofit organizations. This panel will demystify the process of working with financial institutions and answer all of your questions about what it takes to obtain funding through this route.	Financing Your Vision: Strategic Marketing as a Fundraising Tool Learn to communicate your message strategically and effectively to potential individual donors, sponsors, and grant awardees. How to successfully communicate your mission, vision, and structure to possible stakeholders will be explored.
2:20 p.m. – 3:05 p.m.	Funding Opportunities: Corporate Funding Meet representatives from private corporations who partner with nonprofit organizations and provide funding for a variety of nonprofit projects and services. Get the “inside scoop” on what they look for when selecting organizations to work with, and what makes some nonprofits more attractive partners than others.	
3:05p.m. – 3:15 p.m.	Break	
3:15 p.m. – 4:30 p.m.	Funding Opportunities: Philanthropic Foundations Learn how to obtain foundation funding. Hear from representatives of three local foundations, with a veteran fundraiser facilitating the conversation.	